NOVEMBER
1989
C7715 3A

pocket summary

of registrations

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

Marque	NOVEMBER		% CHG NOV '89 / NOV '88	% SHARE	
	1989	1988		1989	1988
CHRYSLER	12584	18247	68.98	1.89	2.75
LeBaron	5490	7819	70.21	.82	1.18
New Yorker/Salon	3522	8047	89.02	.87	1.85
5th Ave.	248	1724	14.39	.04	.23
Imperial	847	-	-	.10	-
DODGE	30722	36282	84.68	4.61	4.74
Daytona	3116	3529	79.16	.47	.51
Shadow	6120	6740	90.80	.92	.86
Spirit	7411	139	-	1.11	.02
Dynasty	7470	7747	96.42	1.12	1.01
Aries	1263	8079	15.63	.19	1.06
PLYMOUTH	22335	23136	96.54	3.35	3.03
Horizon	2072	4253	48.72	.31	.56
Sundance	5186	7116	75.83	.81	.93
Acclaim	8365	114	-	1.34	.01
Reliant	1443	7738	18.65	.22	1.02
Laser	1788	-	-	.27	-
EAGLE	3983	5878	67.76	.60	.77
Premier	1451	3653	39.72	.22	.48
Talon	518	-	-	.21	-
CHRYSLER MTRS CORP	69624	83539	83.34	10.45	10.93
FORD	93251	111344	83.73	13.99	14.57
Escort	21799	27798	78.42	3.27	3.64
Probe	8171	10008	81.64	1.23	1.31
Mustang	8545	11103	76.96	1.28	1.45
Tempo	15811	18746	84.34	2.37	2.45
Taurus	21649	25021	86.52	3.25	3.27
Crown Victoria	5550	8147	68.12	.83	1.07
Thunderbird	7247	5569	130.13	1.09	.73
LINCOLN	15828	15464	102.36	2.37	2.02
MERCURY	26562	31335	84.77	3.99	4.11
Topaz	4816	6945	69.34	.72	.91
Sable	6054	7593	79.73	.91	.99
Cougar	5479	3606	151.94	.82	.47
Grand Marquis	6359	8946	71.08	.96	1.17
LINC/MERC DIV	42780	47826	89.45	6.42	6.26
FORD MOTOR CO	136031	159170	85.47	20.41	20.83
BUICK	36254	45492	79.69	5.44	5.96
Skyhawk	1748	1763	99.15	.08	.23
Somerset/Skylark	4408	3574	123.28	.66	.47
Century	9108	12235	74.44	1.37	1.59
Regal	4257	9536	44.64	.64	1.25
Lesabre	10562	9524	110.90	1.58	1.25
Riviera	1409	1452	97.04	.21	.19
Reatta	777	534	145.51	.12	.07
CADILLAC	19608	20999	93.38	2.94	2.75
Allante	254	153	166.01	.04	.02
Eldorado	1877	2485	75.53	.27	.32
Seville	1580	1803	87.63	.24	.24
CHEVROLET	87993	98510	91.18	13.21	12.83
Prizm	9362	-	-	1.41	-
Celebrity	2918	18794	15.53	.44	2.46
Lumina	18608	-	-	2.79	-
Corsica	9136	11009	82.99	1.37	1.44
Beretta	8502	10721	80.85	1.28	1.40
Cavalier	21286	21394	99.50	3.20	2.80
Camaro	4594	7752	60.55	.70	1.01
Corvette	1574	1503	104.72	.24	.20
OLDSMOBILE	36446	53971	67.53	5.47	7.06
Calais	6442	7927	81.27	.97	1.04
Cutlass Ciera	9413	16723	56.29	1.41	2.19
Cutlass	7283	10963	66.43	1.09	1.43
Toronado	974	873	111.57	.15	.11
PONTIAC	43748	57546	76.02	6.58	7.53
Sunbird	9088	6313	143.96	1.36	.83
Grand AM	13342	16921	78.85	1.99	2.21
6000	3778	7180	52.77	.57	.94
Bonneville	5702	7832	74.71	.86	1.00
Firebird	2450	3734	65.61	.37	.49
Grand Prix	7866	9122	84.04	1.18	1.19
GENERAL MTRS CORP	224066	274535	81.62	33.62	35.92
Misc. Domestic	29	19	223.08	-	-
Other Import	236698	247025	95.82	35.52	32.32
U.S. TOTAL	666428	764282	87.20		

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UNITED STATES SUMMARY
NOVEMBER 1989 ISSUED 01/90

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '89 VS '88	% IND		YEAR END 1989
	1989	1988		1989	1988	
CHRYSLER	192769	260511	97.04	2.08	2.72	283848
LeBaron	87406	130759	86.84	.95	1.36	140610
New Yorker/Salon	8375	84087	99.12	.91	.88	94741
5th AVE	1470	37006	31.61	.13	.39	38048
Imperial	130	-	-	.01	-	-
DODGE	425325	452181	94.19	4.66	4.71	496416
Daytona	64112	86445	95.49	.70	.89	70472
Shadow	77019	81405	94.61	.84	.85	89259
Spirit	64771	140	-	.71	-	2438
Dynasty	103431	85799	157.19	1.13	.89	76834
Aries	54554	92523	31.32	.58	.96	101368
PLYMOUTH	284703	307392	92.62	3.11	3.21	333224
Horizon	38278	56043	68.30	.42	.59	59777
Sundance	80518	78872	102.09	.88	.82	87320
Acclaim	79117	114	-	.86	-	2273
Reliant	54568	103511	51.49	.58	1.09	110524
Laser	16640	-	-	.18	-	-
EAGLE	66805	56158	118.96	.73	.59	62030
Premier	33650	34161	116.01	.43	.36	37534
Talon	4252	-	-	.05	-	-
CHRYSLER MTRS CORP	968005	1076644	89.91	10.58	11.23	1179518
FORD	1428224	1491147	95.78	15.61	15.22	1577816
Escort	322875	351630	91.81	3.53	3.68	384992
Probe	126930	57505	220.75	1.39	.60	60129
Mustang	155713	156067	99.77	1.70	1.63	169587
Tempo	217582	253365	85.80	2.38	2.64	278714
Taurus	325654	344787	94.45	3.56	3.60	376971
Crown Victoria	100741	103649	97.19	1.10	1.08	113349
Thunderbird	113944	110483	103.13	1.24	1.15	118516
LINCOLN	178816	171029	104.55	1.95	1.78	190508
MERCURY	436876	443410	98.98	4.80	4.63	481398
Topaz	80549	77249	104.27	.88	.81	85945
Sable	104976	109120	98.20	1.16	1.14	118140
Cougar	93612	98464	97.04	1.02	1.01	102424
Grand Marquis	104418	105536	98.94	1.14	1.10	115160
LINC/MERC DIV	828188	824857	100.53	6.86	8.52	884187
FORD MOTOR CO	2056410	2084004	98.67	22.47	21.74	2262003
BUICK	509430	529425	96.22	5.57	5.52	570652
Skyhawk	17050	24231	70.36	.19	.25	26080
Somerset/Skylark	57984	94131	107.06	.63	.98	98837
Century	124223	116883	105.28	1.36	1.22	130383
Regal	74755	113935	85.61	.82	1.19	123211
Lesabre	134035	122751	109.19	1.47	1.29	133637
Riviera	17836	9473	188.28	.19	.10	11289
Regatta	7307	3324	219.83	.08	.03	3893
CADILLAC	247869	232336	106.69	2.71	2.42	259772
Allante	2809	2988	94.01	.03	.03	3191
Eldorado	28499	27881	102.21	.31	.29	30766
Seville	20902	19781	105.67	.23	.21	22104
CHEVROLET	1257758	1352931	92.97	13.74	14.14	1489832
Prizm	60321	-	-	.66	-	498
Celebrity	138052	230285	59.95	1.51	2.40	252447
Lumina	83615	-	-	.91	-	-
Corsica	179203	181880	98.54	1.96	1.90	194709
Beretta	138858	167060	83.12	1.52	1.74	180181
Cavalier	270426	278881	99.84	3.04	2.94	306969
Camaro	94309	88290	106.86	1.03	.92	99072
Corvette	21673	21192	96.44	.27	.22	22928
OLDSMOBILE	572362	650991	87.92	6.25	6.79	704449
Calais	89796	95735	93.80	.98	1.00	104843
Cutlass Ciera	185796	217791	85.31	2.03	2.27	235522
Cutlass	93686	100038	93.65	1.02	1.04	112127
Toronado	8433	14203	59.37	.09	.15	15054
PONTIAC	651745	690388	94.40	7.12	7.20	759594
Sunbird	94403	73980	127.61	1.03	.77	82090
Grand Am	194627	204503	95.17	2.14	2.13	226053
6000	65395	88695	73.73	.71	.93	98750
Bonneville	83552	98383	84.93	.91	1.03	107055
Firebird	53229	52924	100.58	.58	.55	57421
Grand Prix	107003	87100	122.85	1.17	.91	97733
GENERAL MTRS CORP	3239405	3456300	93.72	35.39	36.07	3778340
Misc Domestic	1795	1330	126.81	-	-	1340
Other Import	2888472	2986537	96.71	31.56	31.16	3265904
U.S. TOTAL	9152465	9583697	95.50			10479311

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	NOV	% IND	YEAR TO DATE		% '89 VS '88	% IND	
	1989		1989	1988		1989	1988
Chevrolet	57159	26.22	241536	231734	102.29	26.35	25.47
Chrysler	264	.07	1211	-	-	.03	-
Dodge	40508	10.93	506701	521139	97.23	10.75	10.93
Ford	103960	28.06	1357752	1388851	97.76	28.85	29.13
Freightliner	1515	.41	23323	21662	106.68	.49	.46
G.M.C.	27111	7.32	345550	354410	97.50	7.33	7.44
Hino	168	.05	1995	1826	109.26	.04	.04
Isuzu	9863	2.66	97051	83460	116.27	2.06	1.75
Iveco	197	.05	2072	2439	84.95	.04	.05
Jeep	17347	4.68	231012	222512	103.85	4.90	4.67
John Deere	445	.12	6401	5997	106.74	.14	.13
Kenworth	1408	.38	17918	15563	115.13	.38	.33
Mack/Midliner	1548	.42	23511	22757	103.50	.50	.48
Mercedes Benz	146	.04	1898	2837	66.90	.04	.06
Mitsubishi Fuso	265	.07	3080	2433	126.59	.07	.05
Navistar	5367	1.45	72229	77072	93.72	1.53	1.62
Oldsmobile	486	.13	610	-	-	.01	-
Peterbilt	1529	.41	17031	15364	110.85	.36	.32
Plymouth	11679	3.15	168400	175122	96.16	3.57	3.67
Pontiac	827	.22	11561	-	-	.02	-
Scania	12	-	121	133	90.98	-	-
UD	150	.04	1738	1312	132.47	.04	.03
Volvo	99	.03	1132	1615	70.09	.02	.03
Western Star	115	.03	1368	1310	104.43	.03	.03
WHITEGMC	1412	.38	15674	10812	144.97	.33	.23
Other Imports	46655	12.59	567727	618416	91.80	12.05	12.97
Miscellaneous Domestic	329	.09	3477	5238	66.38	.07	.11
U.S. Total	370562		4711795	4765222	98.88		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-18	GVW 5 18-10.5	GVW 6 10.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chevrolet	114189	488965	22502	1993	149	8399	7015	330
Chrysler	1211	-	-	-	-	-	-	-
Dodge	384585	122116	-	-	-	-	-	-
Ford	661098	623811	-	21770	-	8562	29237	13260
Freightliner	-	-	-	-	-	-	-	23323
G.M.C.	167135	154598	2197	1120	4075	5337	10430	656
Hino	-	-	207	-	420	449	919	-
Isuzu	90318	-	4818	541	204	587	503	-
Iveco	-	4	1231	461	244	132	-	-
Jeep	230330	742	-	-	-	-	-	-
John Deere	-	8	390	4886	1117	-	-	-
Kenworth	-	-	-	-	-	-	448	17470
Mack/Midliner	-	-	-	-	-	2482	2802	18207
Mercedes Benz	-	-	-	-	-	757	1141	-
Mitsubishi Fuso	-	-	1580	-	629	647	224	-
Navistar	-	-	-	95	133	7344	34578	30079
Oldsmobile	610	-	-	-	-	-	-	-
Peterbilt	-	-	-	-	-	-	695	14336
Plymouth	168400	-	-	-	-	-	-	-
Pontiac	1156	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	121
UD	-	-	469	-	590	267	404	-
Volvo	-	-	-	-	-	-	904	228
Western Star	-	-	-	-	-	-	-	1368
WHITEGMC	-	-	-	-	-	-	-	15674
Other Imports	565956	1761	-	-	-	-	-	-
Miscellaneous Domestic	616	789	1	-	-	-	3	2068
Total	2985614	1392200	33395	30882	7565	32963	89320	139194
1988 Total	3103409	1326754	34430	24341	8599	54450	81743	132416
1989 vs '88	96.20	104.98	96.98	126.87	87.98	60.54	109.22	105.13

REGISTRATIONS FROM THE DISTRICT OF COLUMBIA ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1989		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Metro	47640	.52	45310	.47
Chevrolet Spectrum/Storm	58288	.64	63835	.67
Chrysler Conquest	551	.06	509	.05
Dodge Colt DL/Sw	28911	.32	39319	.41
Dodge Colt Vista Sw	6550	.07	9487	.10
Eagle Medallion	4439	.05	13559	.14
Eagle Summit	18472	.20	2349	.02
Ford Festiva	65025	.71	61661	.64
GM Lotus	241	-	229	-
I-H XR4	4379	.05	5511	.06
I-H Scorpio	6115	.07	8107	.05
Mercury Capri	-	-	-	-
Mercury Tracer	55321	.60	52085	.54
Plymouth Colt DL/Sw	27036	.30	34465	.36
Plymouth Colt Vista Sw	6578	.07	8643	.09
Pontiac LeMans	45742	.51	55074	.57
T/C By Maserati	1796	.02	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	382543	4.18	405980	4.24
OTHER IMPORTS				
Acura	132760	1.44	118251	1.23
Audi	19211	.20	22735	.24
BMW	60856	.66	67951	.71
Honda	607461	6.64	651365	6.73
Hyundai	176770	1.93	243484	2.54
Infiniti	163	-	-	-
Isuzu	15659	.17	24317	.25
Lexus	7507	.08	-	-
Mazda	208246	2.28	234165	2.44
Mercedes Benz	67193	.74	77004	.80
Mitsubishi	89759	.98	58299	.61
Nissan	446001	4.87	430338	4.49
Saab	31656	.35	37791	.39
Subaru	129768	1.42	145347	1.52
Toyota	618423	6.76	584489	6.10
Volkswagen	117215	1.28	155600	1.62
Volvo	93189	1.02	88920	.93
Others	67975	.74	91480	.95
Total Other Imports	2888472	31.56	2986597	31.16
GRAND TOTAL ALL IMPORT CARS	3271015	35.74	3392577	35.40

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	28213	.60	50400	1.06
Dodge RAIDER	8757	.19	7190	.15
Chevrolet GEO TRACKER	7155	.15	-	-
OTHER IMPORTS				
Isuzu	90318	1.92	77609	1.63
Mazda	108075	2.29	89870	1.89
Mitsubishi	36729	.78	46791	.98
Nissan	136450	2.90	154142	3.23
Suzuki	26179	.56	59630	1.25
Toyota	251618	5.34	259167	5.44
Volkswagen	4575	.10	5755	.12
Others	4105	.09	3061	.06
Total Other Import Trucks	658049	13.97	696025	14.60
GRAND TOTAL ALL IMPORT TRUCKS	702174	14.90	751615	15.81

UNITED STATES SUMMARY

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NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1984	10128729	4048998
1985	10886608	4675192
1986	11139842	4801021
1987	10165660	4963888
1988	10477863	5209267

NOVEMBER 1989 ISSUED 01/90

R. L. POLK & CO. N.9-89

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